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Iowa State Women Prove

A Light Purse Can Buy Loads of Style

so Says Sally the Style Scout

IOWA STATE women are opportunists when it comes to buying clothes. For three weeks Sally has been asking questions without finding anyone who follows a clothes budgeting plan.

Still there are plenty of campus women who have the knack of always looking trig and modish. They know how to choose their clothes and when to wear them. Here are some stylish formulas (instead of a budgeting plan).

Have you ever decided against wearing an attractive dress because your hat or coat would clash with it in color or style? Even the fashion experts disagree on just what should match and what should contrast. Still there has to be a certain degree of harmony in every effective outfit. And in order

to get this most college women who haven't the time or money to bother with lots of clothes recommend one main color for coats and accessories. Dorothy Stuart, who chooses brown, believes that having one color and sticking to it is one of the better ways to always look just right!

Catherine Carlin always looks sophisticated in her black coat, and she wears black accessories too. Ruth Dickinson knows just how to wear striking combinations of green and gray.

When the seasons change, the complaints about a shortage of accessories are loudest. Evelyn Davis gets around this by having the main parts of her wardrobe in two colors that go well together. A brown fur coat serves for dressy occasions and really cold weather. For intermediate wear she finds a brown and yellow tweed handy. At the first sign of spring she puts on her yellow polo coat with her brown accessories. Then she can switch accessories and her outfits will be almost as good as new.

If Alvina Iverson wants to look snappy she wears a fresh brown and white checked skirt with her short brown swagger coat with matching checked collar and cuffs. For a change she wears a plain brown skirt with the same coat.

"Clothes that are too striking haven't a place in a well planned wardrobe," Lucille Plocker believes, "because you as well as your friends get tired of them more quickly than more conservative clothes." Lucille likes dashing things, but believes that colors can be too flashy and lines too unusual. In a dark green crepe dress, Lucille fits appropriately into the scene of an informal dance or fireside.

Perhaps you have the problem of choosing for the day that sometimes makes you late for breakfast. What to wear for a change! Many women swear by sweaters and blouses. Others prefer suits, because a suit is good for both more dressy occasions and hard general wear. Tall and dark Ida Ruth Younkin is very trim in a tailored tan suit which she varies with yellow, brown, or green blouses and sweaters to suit the weather.

A change in collar and cuffs is such an old trick that I almost hesitate to mention it to fashion-wise readers. But the popular silver and gold lame col-



For general wear



For afternoon

lars will transform a dress. There is a bit of military dash about a gold lame collar which Arlene Baumhoefener uses to pep up a black crepe dress. While Beth Johnson's crisp starched lace collar ruffles up around her neck with a spring-like air.

You would be surprised what a change a small bunch of gay flowers will make on a dress. With her neat knit suits Jo Feddersen uses this trick to gain a different effect.

All women agree that they want clothes that harmonize but have variety. They want their money's worth in quality and style. But finally, they say that the way you wear the clothes counts almost more than anything else.